Des. Div
JAN 17 1958
DESIGN

safe creative

STRUCTO

E-10

live-action toys

build sales and better boys

TS
2301
T7S85
1957?

Completely realistic... fully operative

Fleets and Sets
Fire Fighting Equipment
Road-Building Equipment
Construction Equipment
Farm Equipment

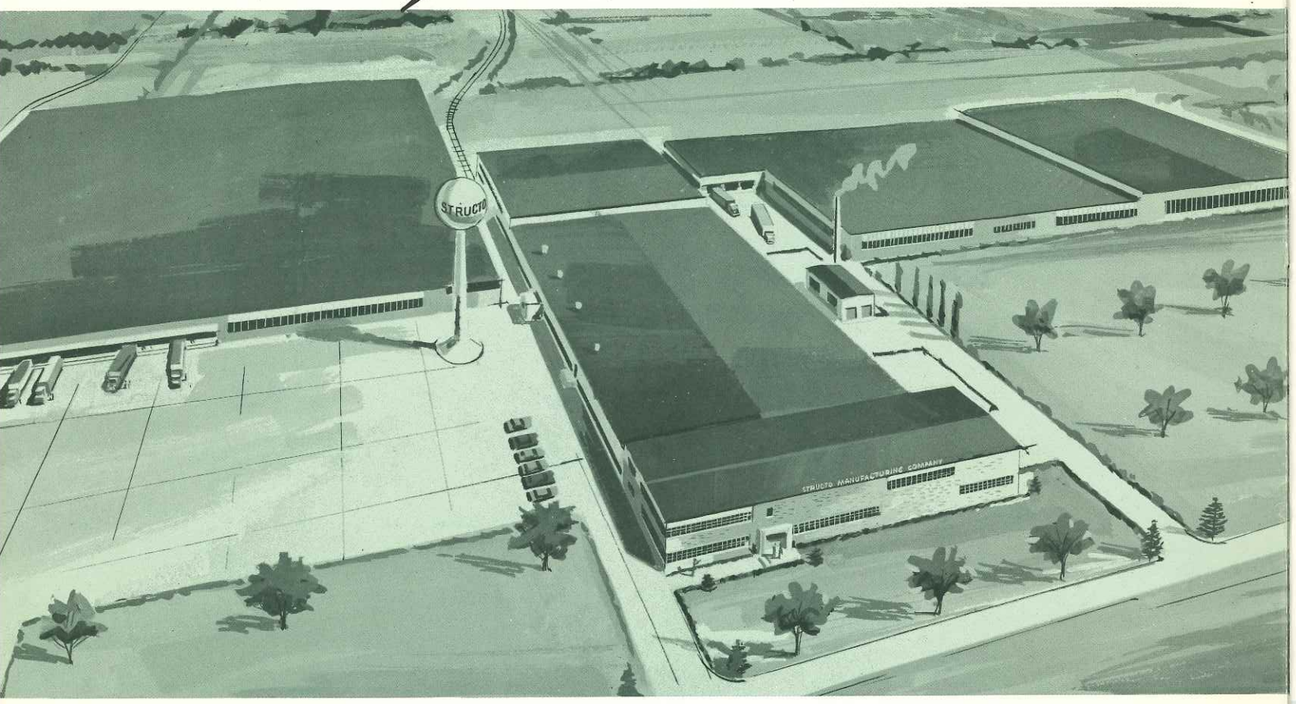
Military Equipment
Transports
Trailers
Trucks
Cars

Design
TS
2301.T7
S85
1957?

STRUCTO... America's Finest quality price line of safe-realistic, operative, scale-model, mobile, toys

SCIENTIFIC LIBRARY
JAN 17 1958
U. S. PATENT OFFICE

LIVE-ACTION STRUCTO TOYS



☆ STRUCTO MANUFACTURES QUALITY... BUILDS IN SAFETY AND REALISM!

We take pride in our product. In today's toy market, Structo has taken the initiative of leadership in product quality, in product safety, in design. Toys are for children. That's why we make safe, creative, highly saleable action toys! Toys that sell year-around.

☆ PRECISION-QUALITY MANUFACTURING PROTECTS YOU AND YOUR CUSTOMERS!

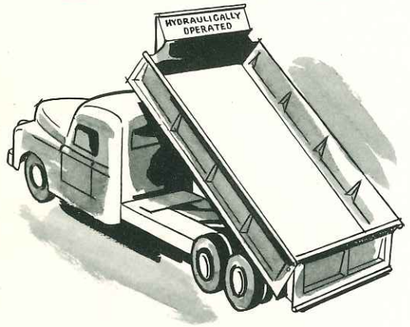
Structo takes every precaution to make Structo Toys safe in the hands of children. Edges are rolled to provide smooth surfaces. All moving parts are carefully shielded. We use only the highest grades of metals, the best enamels and real tires to bring you and your customers toys that are built to last a child-time.

☆ EXCLUSIVE, NON-CHIP, 2-COAT BAKED POLYCHROMATIC METALLIC ENAMELS!

Bright, tough durable colors sell toys. Polychromatic Baked Enamels, a Structo exclusive, protects toys from bumps and boys after the sale, lead to repeat sales for the toys built to last a child-time. It's the same type of shimmering, chip and crack proof enamel that protects your car, two separate coats of enamel, each coat individually baked-on.

☆ PRODUCED IN THE WORLD'S LARGEST TOY FACTORY UNDER ONE ROOF.

We think it's important to know the folks with whom you deal. At Structo, we're proud of being the world's largest toy factory all under one roof. It means dependability, promptness and reliability as far as our customers are concerned. We owe our size to product quality, a point we won't ever forget.



STRUCTO ACTION TOYS • SOLD • SALEABLE • YEAR-AROUND

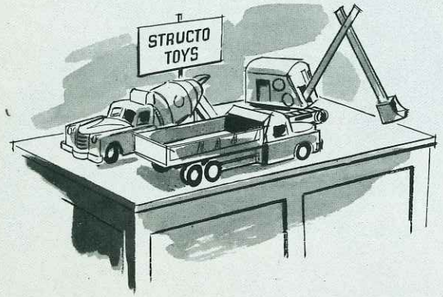
The Toy Selling Season begins every time you open your store door and ends when you close it at night. In today's free-spending market, the idea that toys can be sold only seasonally is a dangerous myth. That's why Structo Toys are designed, manufactured, advertised and promoted to sell all year-around. Structo, just like you, is in the toy business to sell. We manufacture our toys year-around on an assembly line basis... and will show you how you can help yourself to the big profits that are easily yours year-around when you show, demonstrate and feature the Structo line.

FULL-SCALE, YEAR-AROUND INTENSIVE NATIONAL ADVERTISING

Here's proof of Structo's industry leadership. Structo Dealers will receive the benefit of full-scale, year-around intensive national advertising specifically designed to put Structo customers into your store and to build traffic for your department, regardless of your geographic location. In addition to mass magazines, the Structo story and sales message will be seen regularly on powerful sales-making national and local television and radio programs. An industry first—exclusively for Structo Dealers.

ONLY STRUCTO BRINGS CUSTOMERS TO YOU... BUILDS TRAFFIC FOR YOUR DEPARTMENT!

Many toy makers run ads around Christmas, *but let's face it.* What benefit do you derive from it the rest of the year? Structo's new advertising program brings customers to you year-around, day in and day out, builds traffic for your entire department, reminds potential customers in your neighborhood of your toy department. Strong, year-around Structo advertising benefits you and your store.



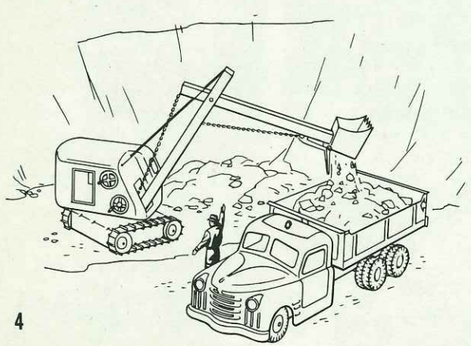
IT WILL PAY YOU TO FEATURE AND DISPLAY QUALITY STRUCTO TOYS

The demand for Structo Toys will be big and year-around. You can cash in now, take advantage of the demand for safe, creative Structo live-action toys by prominently featuring and displaying the entire line of quality Structo Toys. Your Structo sales representative will show you how you can cash in now!

STRUCTO MANUFACTURING COMPANY, FREEPORT, ILLINOIS, U.S.A.
GENERAL OFFICES AND FACTORIES

Sales and Display Rooms: NEW YORK, Rm. 1000, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 2330 W. Third St.; DENVER, 1657 Pennsylvania St.; MEMPHIS, Manufacturer's and Merchant's Bldg.; TORONTO (Canada), Foot of Federal St.

STRUCTO sets build sales... let boys build their own highways



No. 510 HIGHWAY BUILDER SET

(5-Piece Assortment)

Three fast-selling miniature reproductions of actual highway maintenance and road building equipment all in one set. This set is of special interest to young highway engineers. Heavy steel construction will last a child-time. Set includes one each of Power Shovel, Dump Truck and Deluxe Road Grader. Two Road Barriers. Packed 5 piece set in display carton—1 set to shipping case. Weight, 14 lbs.

Power Shovel...Sturdily constructed of heavy gauge steel. Two die-cast metal hand wheels control raising and lowering of boom and automatic loading and unloading of shovel. Rubber wheels, heavy duty tractor treads. Cab revolves. Finished in green. **L. 26½"; W. 7"; H. 6¾".**

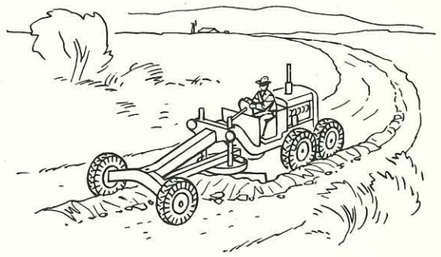
DeLuxe Road Grader...Structo heavy duty construction and engineering assure a lifetime of service. Constructed of heavy gauge steel. Front wheels steer; Scraper Blade rotates, raises, lowers and tilts. Floating tandem rear wheels. Realistic "Diesel" motor. Six massive heavy duty wheels. Finished in "Highway Orange" with black tires. **L. 18 13/16"; W. 7¼"; H. 7⅝".**

Heavy Duty Dump Truck...Constructed of heavy gauge steel. Body raises and lowers automatically. Ten rubber wheels. Chrome-plated hub caps. Imitation flasher light on cab. Blue cab, yellow body. **L. 20"; W. 6¾"; H. 6¼".**

No. 550 U.S. HIGHWAY SET

(12-Piece Assortment)

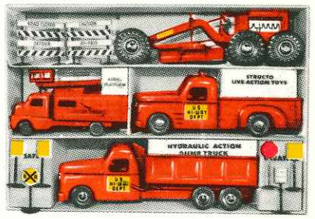
A year-around best seller. Structo engineering skill together with the heavy gauge steel construction has produced a realistic set that will give many years of service. The set includes one each of Pickup Truck, Hydraulic Lift Dump Truck and Highway Maintenance Truck, all with imitation flasher light, and a Deluxe Road Grader. All are bright, highly visible, highway orange. Individually packed in display carton. 1 set to shipping case. Weight 20 lbs.



Hydraulic Lift Dump Truck...An outstanding Structo development. Body raises and dumps load automatically by means of real hydraulic cylinder. Dumping action is slow, permitting load to be spread evenly. Liquid in hydraulic cylinder is non-toxic—will not stain. 10 heavy duty rubber wheels, chrome-plated hub caps. **L. 20⅞"; W. 7⅞"; H. 6⅞".**

Deluxe Road Grader...Constructed of heavy gauge steel. Front wheels steer, scraper blade rotates, raises, lowers and tilts. Floating tandem rear wheels, realistic "Diesel" motor. 6 heavy duty black tires. **L. 18 13/16"; W. 7¼"; H. 7⅝".**

Highway Maintenance Service Truck...Built of heavy gauge steel to give many years service. Crank-operated extension platform. 4 heavy duty rubber wheels. **L. 12"; W. 4½"; H. 7";13½"** high with boom up.



Pickup Truck...Tailgate drops to platform level for loading and unloading. Four rubber tires with chrome-plated hub caps. **L. 19¼"; W. 6⅜"; H. 6"**

Assortment includes 6 Highway Signs and 2 Road Barriers.

Fleet Sales are Sweet Sales with STRUCTO they transport dreams into reality!

LIVE-ACTION STRUCTO TOYS

No. 94 TRUCK ASSORTMENT

Consists of 3 die-cast metal trucks attractively packaged, designed to sell. Each truck has 6 rubber wheels and contrasting grille. Packed 1 complete set in sturdy, colorful box that makes up into realistic truck terminal. Set includes:—

DUMP TRUCK Body raises automatically; Tailgate opens. Cab in blue; Box in orange. **L. 10 1/16"; W. 3 1/4"; H. 3 1/2".**

STAKE TRUCK Removable stakes for side or end loading or a flat bed truck. Cab and stakes in green; bed in yellow. **L. 9 1/8"; W. 3 1/4"; H. 3 1/8".**

LOG TRUCK Latest model with real wooden logs. Cab in red; body in yellow. **L. 10 5/8"; W. 3 3/8"; H. 3 1/4".**

Packed 1 complete set to carton, 6 cartons to shipping case. Weight, 28 lbs. to case.

No. 570 FIRE DEPARTMENT
(6-PIECE ASSORTMENT)

Complete 3 truck Fire Department—the fulfillment of any young boy's dream. The set includes Hook and Ladder, Pumper Fire Truck with operative hydrant, Emergency Patrol and Fire Station Sign and Road Barrier. Individually packed in display carton—1 to shipping case. Weight, 22 lbs.

Hook and Ladder Truck Extension Ladder raised by control wheel and extended by another control wheel; extends to 61" at the maximum angle of 60°. Swivels completely around. One auxiliary ladder included. Stabilizers on each side; Imitation flasher light on cab. Movable Tiller Seat; 8 rubber tires with chrome-plated hub caps. Bright, fire engine red with chrome trim. **L. 33 1/2"; W. 6 1/8"; H. 7".** Width with stabilizers extended, 8 7/8".

Pumper Fire Truck with Flashing Light...Structo's new live-action fire-fighter sprays water! Real hose unwinds and attaches to realistic fire hydrant. Hydrant attaches to garden hose, and youngsters are ready to play and spray. Wrench, included, controls pressure through hydrant. Light flashes as truck moves. Bright, fire engine red with flashing chrome trim. **L. 22 3/4"; W. 7 1/8"; H. 7"**

Emergency Patrol..Van type body. White with red letters. Chrome-plated hub caps and bumper. Imitation flasher light on cab. **L. 12 1/4"; W. 5 1/4"; H. 6 7/16".**

1 Fire Station Sign and Road Barrier included with this set.

No. 540 "BIG JOB" TRANSCONTINENTAL FLEET

37 Piece truck and trailer assortment...A wonderful deluxe fleet that will handle almost every type of trucking problem and fire the imagination of active youngsters. The assortment consists of:—2 Tractors, 4 Trailers, 18 Animals, 2 cars, 6 play cartons, 5 highway signs.

Two Cabs...steel tractors with chrome-plated bumpers. One blue—one yellow.

Deluxe Auto Transport Trailer...Actually 4 toys in one. Yellow body made of heavy gauge steel with heavy rubber wheels and chrome-plated hub caps. Ramp extends at rear for loading and unloading. Two die-cast metal automobiles, one green, one blue. When attached to tractor. **L. 27"; W. 6"; H. 6 3/4".**

Cattle Transport Trailer...Constructed of heavy gauge steel. All rubber wheels with chrome-plated hub caps. Two retractable dolly wheels. Rear doors open; Floating tandem; green body when attached to cab. **L. 21 1/8"; W. 5 1/8"; H. 7 5/8".**

Freight Hauling Trailer...Heavy-gauge steel trailer... Floating rear tandems...(orange body). When attached to cab. **L. 17 3/4"; W. 4 5/8"; H. 4 11/16".**

Semi-Trailer Freight Truck Trailer...Made of heavy gauge steel reinforced with 14 gauge steel. Floating tandems; all rubber wheels with chrome-plated hub caps. Red body. When attached to tractor. **L. 20 3/16"; W. 5 3/8"; H. 5 5/16".**

Complete 37 piece Assortment individually packed in display carton. One to shipping case. Weight, 19 lbs.

STRUCTO'S *live-action Army Toys... rolling to new sales records*

No. 520
U.S.A. COMBAT CONVOY SET
(17 PIECE SET)

A true live-action set designed for live-action sales all year around. Makes any action-boy's dreams come to reality. Includes 3 trucks, all built of heavy gauge steel, painted with 2 baked-on coats of olive drab, non-chip enamel. Built to last a child-time. Set includes 12 vinyl soldiers in realistic combat action poses. Searchlight Truck, Missile Launcher Truck complete with 2 realistic missiles and Transport Truck. Packed complete set in carton, 6 cartons to shipping case. Weight, 30 lbs.

U.S.A. Transport Truck...Realistic miniature of the famous United States Army Transport Truck. Built of heavy gauge steel. 4 rubber tires. Canvas all-weather top with U.S.A. stars and lettering. **L. 12½"; W. 5¼"; H. 7⅜".**

U.S.A. Guided Missile Launcher Truck...A fully realistic, accurate reproduction of our latest fighting equipment. Launches plastic missiles into air at varying ranges. Complete with 2 plastic, realistic-looking guided missiles and supporting racks. Authentic-looking range and direction finders and launching controls. Launcher is of durable plastic, truck and cab are of heavy gauge steel, painted olive drab. 4 heavy duty rubber wheels. **L. 12¾"; W. 5¼"; H. 6".**

U.S.A. SEARCHLIGHT TRUCK...Fully operative searchlight will throw a beam more than 20 feet. Light has powerful 3½" polished reflector, works from regular flashlight batteries (not included). Searchlight revolves and can be adjusted for elevation. Truck of heavy gauge steel, painted olive drab. Four rubber tires. **L. 12¾"; W. 5¼"; H. 7½".**

LIVE-ACTION STRUCTO TOYS

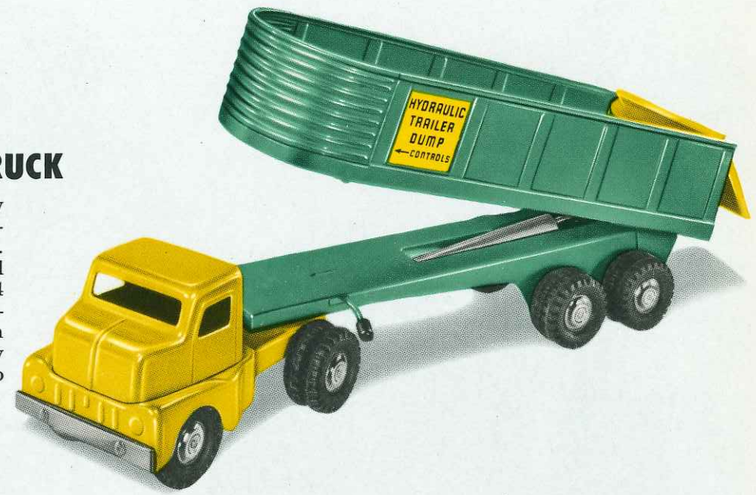
fast selling hydraulic Dump Truck

No. 252
DOUBLE HYDRAULIC LOAD AND DUMP TRUCK

This is one of the most amazing new STRUCTO developments —an actual reproduction of a real truck with both hydraulic loader and unloader. Truck is sturdily built to perform perfectly. The front end hydraulically operated loader with its heavy scoop, will "pick up" the material and dump it into the truck by just raising the "loading lever". By lifting another lever, the hydraulically operated truck will unload its contents slowly to permit load to be spread evenly. Liquid in hydraulic cylinders is non-toxic, will not stain. 10 heavy duty rubber wheels. Black cab and tailgate, yellow body and front end loader. **L. 24½"; W. 7 11/16"; H. 7".** Individually cartoned, 6 to shipping case. Weight, 50 lbs. to case.

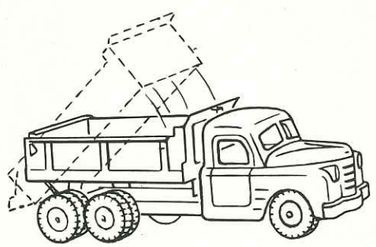
STRUCTO Builds better sales with better-built construction equipment toys!

LIVE-ACTION STRUCTO TOYS



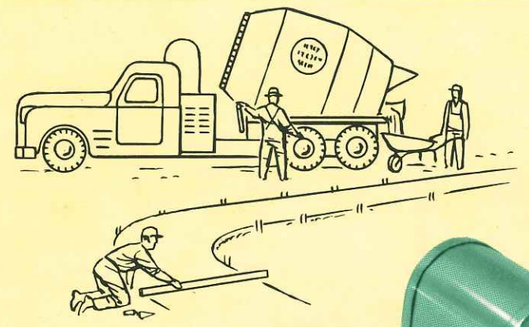
No. 941
HYDRAULIC TRAILER DUMP TRUCK

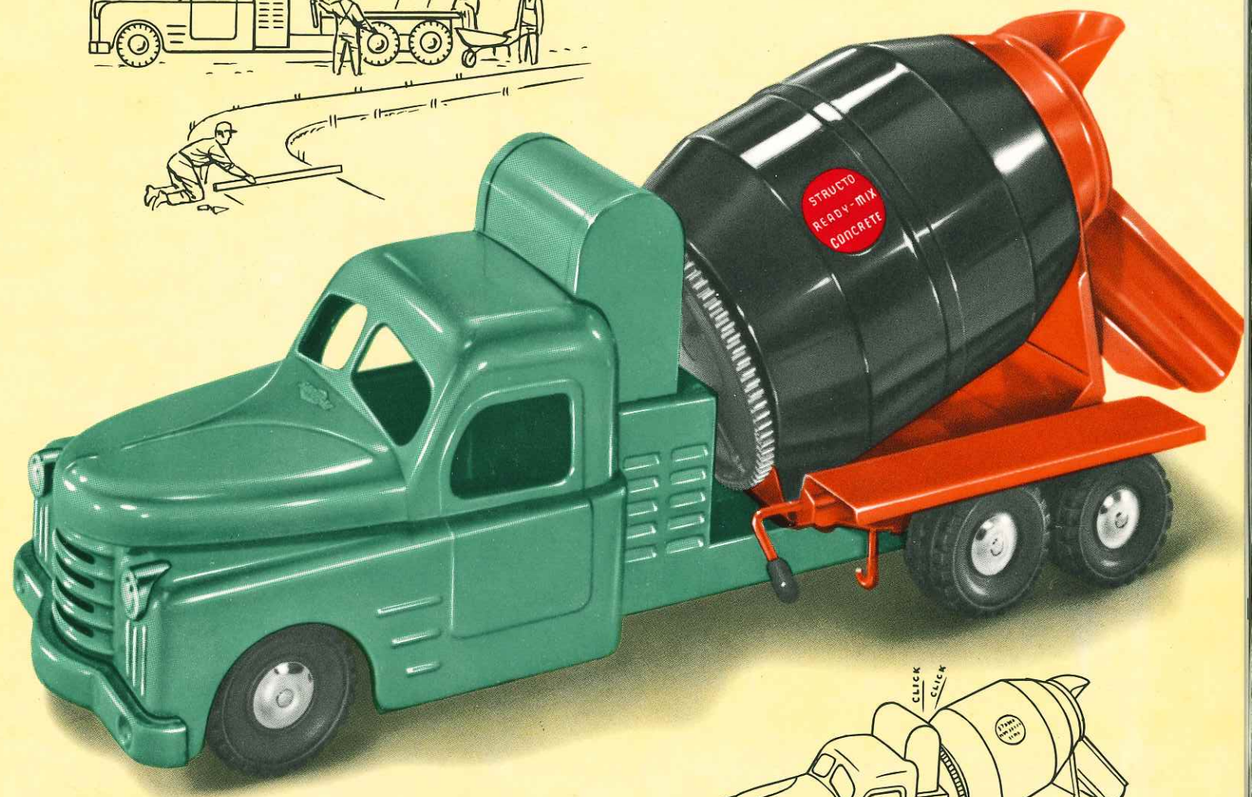
An outstanding STRUCTO development. New chassis. Body raises and dumps load automatically by means of a real HYDRAULIC cylinder. Liquid in hydraulic cylinder is non-toxic and will not stain. Trailer is built of heavy gauge steel. 14 rubber wheels with chrome-plated hub caps. Floating tandem duals. Yellow cab and tailgate, green body. **L. 20½"; W. 5½"; H. 5¾".** Individually cartoned, 6 to shipping case. Weight, 38 lbs. to case.

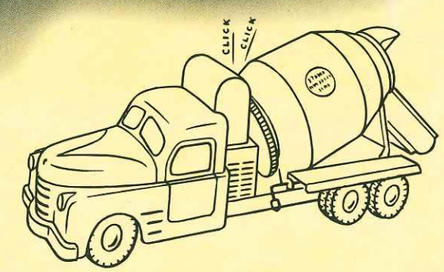


No. 250
HYDRAULIC LIFT DUMP TRUCK

A phenomenal sales producer—a great favorite with the boys. Body raises and dumps load automatically by means of a HYDRAULIC cylinder. Liquid in hydraulic cylinder is non-toxic and will not stain. Dumping action is slow, permitting load to be spread evenly. 10 rubber wheels; chrome-plated hub caps. Orange cab, green body, orange tailgate. **L. 20⅞"; W. 7⅞"; H. 6⅞".** Individually cartoned, 6 to shipping case. Weight, 41 lbs. to case.







No. 271
READY-MIX CONCRETE TRUCK

This sensational new STRUCTO Ready-Mix Concrete Truck will make any boy's heart leap with joy. It is a true operative scale model and does practically everything that its real life counterpart will do. Mixer is geared to axle and rotates as truck moves; simulates mixing noise. Mixer has openings for loading and discharging contents. Simulated water storage tank and "Diesel" motor. Body raises to unload cement. 10 rubber wheels with chrome-plated hub caps. **L. 21⅝"; W. 7⅜"; H. 9¼".** Green cab, black barrel, orange barrel chassis, silver gear. Individually cartoned, 6 to shipping case. Weight, 56 lbs. to case.

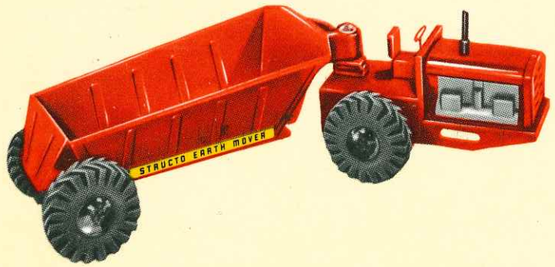
STRUCTO'S

durable, creative construction toys... construct year-around sales for you!

LIVE-ACTION STRUCTO TOYS

No. 106
POWER SHOVEL

STRUCTO engineering makes this shovel practically indestructible. Built of heavy gauge steel. Two die-cast metal hand wheels control raising and lowering of boom and automatic loading and unloading of shovel. Rubber wheels; heavy duty tractor treads. Cab revolves. Entire shovel in orange. **L. 26½"; W. 7"; H. 6¾".** Individually cartoned, 6 to shipping case. Weight, 23 lbs. to case.



No. 322
DELUXE EARTH MOVER

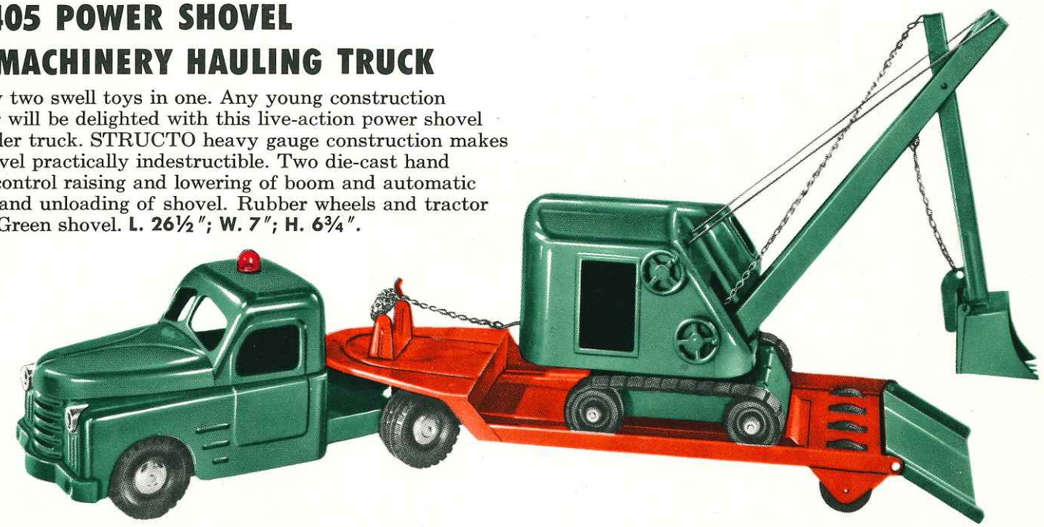
Sturdy construction throughout. Universal coupler connects Earth Mover to tractor. Crank operated trip opens dual bottom doors for unloading trailer. Massive black wheels. Body in "Highway Orange." **L. 22⅛"; W. 6½"; H. 6⅝".** Individually cartoned, 6 to shipping case. Weight 24 lbs. to case.

No. 301
DELUXE ROAD GRADER

Front wheels steer. Scraper blade rotates, raises, lowers, and tilts. Floating tandem rear wheels. Realistic-looking "Diesel" motor. Six massive black wheels. Body orange. **L. 18 13/16"; W. 7¼"; H. 7⅝".** Individually cartoned, 6 to shipping case. Weight 24 lbs. to case.

No. 405 POWER SHOVEL and MACHINERY HAULING TRUCK

Actually two swell toys in one. Any young construction engineer will be delighted with this live-action power shovel and trailer truck. STRUCTO heavy gauge construction makes this shovel practically indestructible. Two die-cast hand wheels control raising and lowering of boom and automatic loading and unloading of shovel. Rubber wheels and tractor treads. Green shovel. **L. 26½"; W. 7"; H. 6¾".**



The MACHINERY HAULING TRAILER TRUCK can be used to haul many other STRUCTO toys. Fifth wheel coupler connects tractor to trailer; hinged loading ramp nests in truck bed. Crank operated steel chain winch. 6 rubber wheels on tractor and 5 on trailer. "Play" light on cab. Green truck cab, orange hauler. Green loading ramp. **L. 31⅞"; W. 7⅜"; H. 6¾".** Both toys packed in single carton, 6 to shipping case. Weight 58 lbs.

No. 312
DELUXE ROCKER DUMP

Powered for unlimited action and built to last a childtime. Die-cast metal wheel-operated winch raises and lowers body. Universal coupler connects body with tractor. Realistic "Diesel" motor. Massive black wheels, body in bright "Highway Orange." **L. 20¼"; W. 6 3/16"; H. 6⅝".** Individually cartoned 6 to shipping case. Weight, 24 lbs. to case.

No. 272
MOBILE POWER SHOVEL UNIT

The pride of every young construction engineer. Shovel revolves on truck chassis. Raises, lowers and dumps automatically by hand crank. Truck has 6 rubber wheels plus heavy duty tractor treads. Green body on truck, yellow shovel housing with green roof. Red boom and shovel. **L. 32⅜"; W. 6¾"; H. 8".** Individually cartoned. 6 to shipping case. Weight, 38 lbs. per case.

LIVE-ACTION STRUCTO TOYS

Complete realism, complete action, sells STRUCTO Fire Fighting Toys to all age boys!

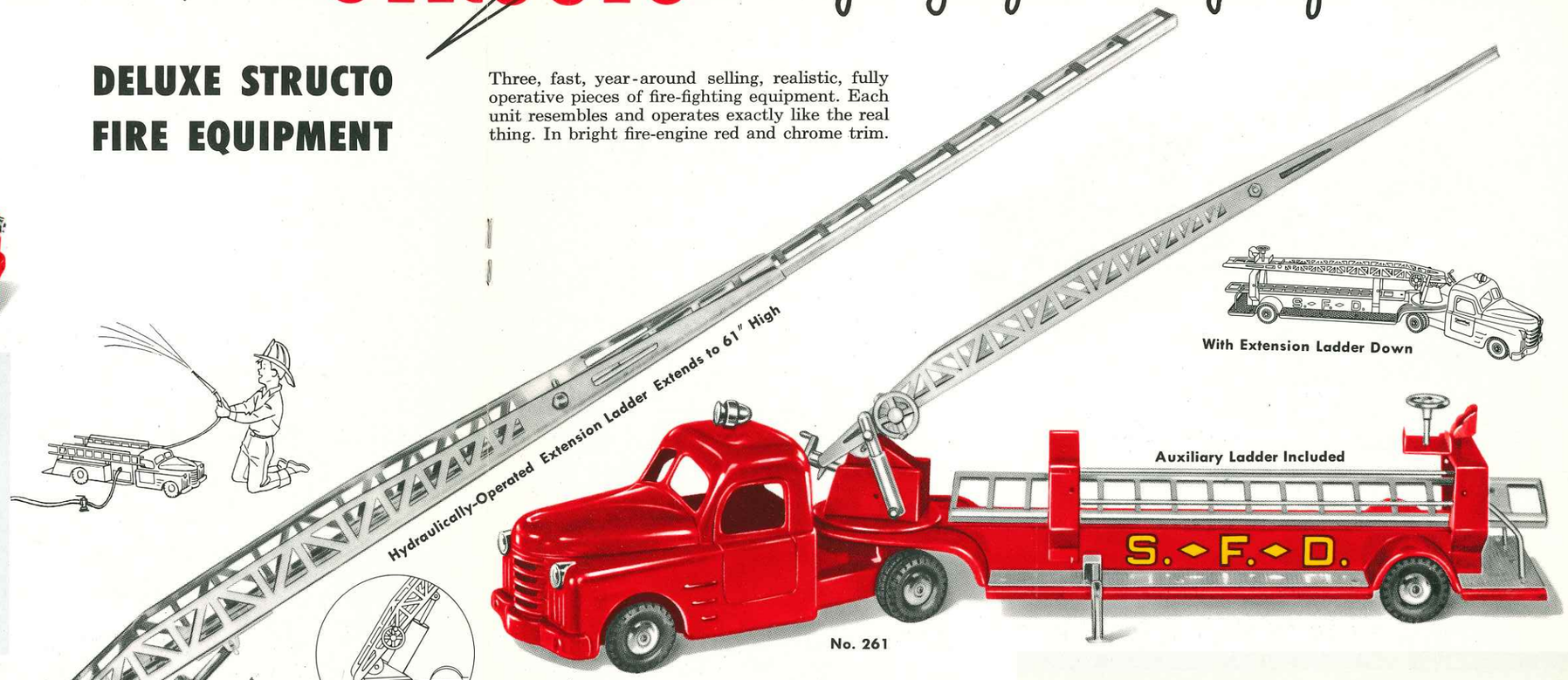
DELUXE STRUCTO FIRE EQUIPMENT

Three, fast, year-around selling, realistic, fully operative pieces of fire-fighting equipment. Each unit resembles and operates exactly like the real thing. In bright fire-engine red and chrome trim.

No. 262

No. 262 PUMPER FIRE TRUCK WITH FLASHING LIGHT

Structo's realistic new live-action fire-fighter sprays water! Real hose unwinds and attaches to hydrant. Hydrant attaches to garden hose, and youngsters are ready to play and spray. Wrench, included, controls pressure through hydrant. Light flashes as truck moves. Heavy duty rubber wheels with chrome-plated hub caps. Bright fire engine red with flashing chrome trim. **L. 22¾″; W. 7⅛″; H. 7″.** Individually cartoned, 6 to shipping case. Weight, 41 lbs.

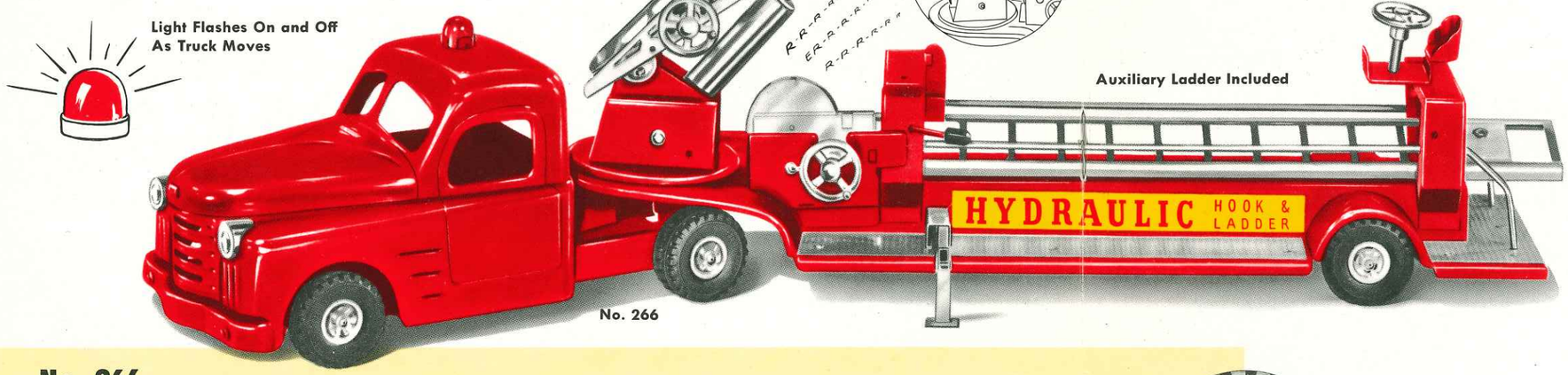


With Extension Ladder Down

No. 261

No. 261 HOOK AND LADDER TRUCK

Extension ladder extends to 61″ at a maximum angle of 60° and swivels completely around. Auxiliary ladder included. Extension ladder raised by control wheel and extended by another control wheel; movable tiller seat. 8 rubber wheels with chrome-plated hub caps. Built of heavy gauge steel and aluminum. "Play" siren on cab. Bright fire engine red with chrome trim. **L. 33½″; W. 6⅛″; H. 7″;** (8⅞″ wide with stabilizers extended). Individually cartoned, 6 to shipping case. Weight, 58 lbs.



No. 266

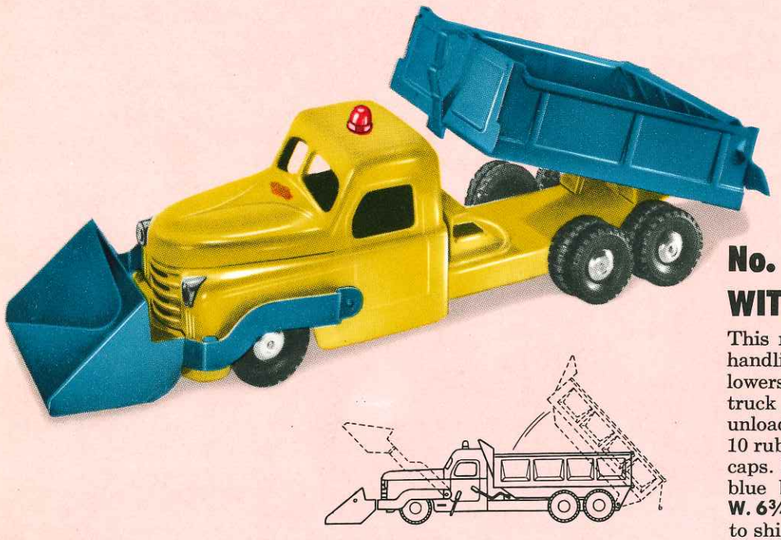
No. 266 HYDRAULICALLY OPERATED HOOK AND LADDER TRUCK

A truly deluxe fire truck. Aerial ladder raises automatically by means of a trip-lever-operated HYDRAULIC cylinder to a maximum angle of 60°. Liquid in hydraulic cylinder is non-toxic and will not stain. Raising action is slow and very realistic. The ladder extends to 61″ and swivels completely around. Auxiliary ladder included. Red flashing signal light which operates by regular flashlight battery, flashes on and off when truck is in motion. (Battery not included.) Siren operates by hand wheel. 8 rubber tires and die-cast metal wheels; movable tiller seat. Bright, fire engine red with chrome trim. **L. 33¼″; W. 6¾″; H. 7″;** (8⅞″ wide with stabilizers extended). Individually cartoned, 6 to shipping case. Weight, 62 lbs.

New Heavy Duty Die-cast Metal Wheels on Many of the Structo Toys

Full action, full realism, full saleability... STRUCTO'S *trucks pull big sales!*

LIVE-ACTION STRUCTO TOYS

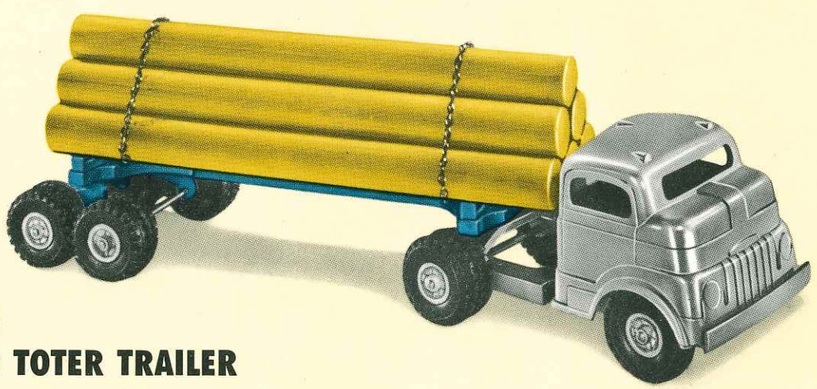


No. 202 DUMP TRUCK WITH FRONT-END LOADER

This rugged truck will withstand rough handling. The front-end loader raises and lowers to pick up and load contents into truck body. The truck body raises and unloads. Imitation flasher light on cab. 10 rubber wheels with chrome-plated hub caps. Floating tandem duals. Yellow cab, blue body, blue front-end loader. **L. 23″; W. 6¾″; H. 6¼″.** Individually cartoned, 6 to shipping case. Weight, 40 lbs. to case.

No. 936 TRAILER TRUCK WITH MECHANICAL LIFT GATE

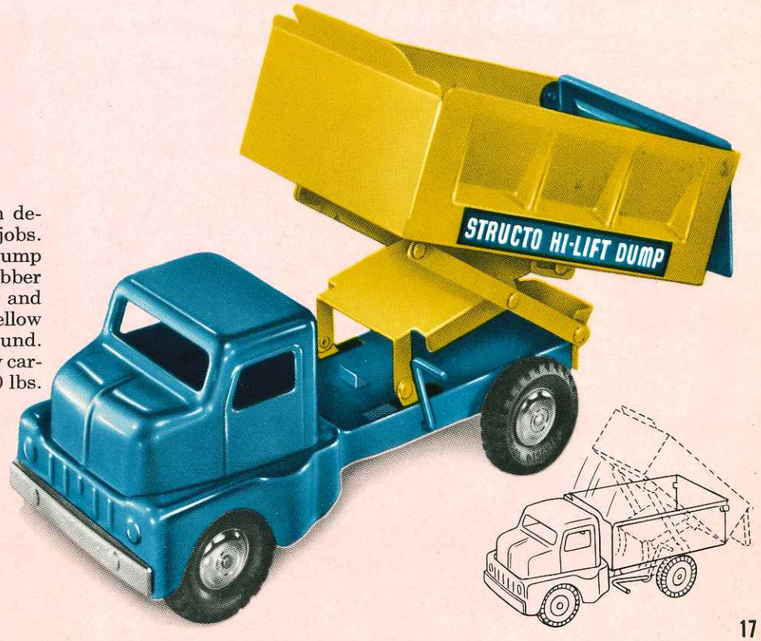
A mechanical masterpiece in precision operation. A new addition to the famous STRUCTO line of mechanical toys. Crank lowers lift gate and also raises it to level of trailer floor for loading or unloading. Assorted "play" cartons for load. 14 rubber tires and die-cast metal wheels. Floating tandem duals. 2 retractable rubber dolly wheels. Green cab, green tailgate and orange body. **L. 20¾″; W. 5⅜″; H. 5¾″.** Individually cartoned, 6 to shipping case. Weight, 35 lbs. to case.



No. 714 TIMBER TOTER TRAILER

Made of heavy structural die-cast metal; chrome-plated aluminum cab: 6 realistic wood logs. 14 rubber tires and die-cast metal wheels. Floating tandem duals. Double chain locks. Blue trailer. **L. 21″; W. 5⅞″; H. 6⅛″.** Individually cartoned, 6 to shipping case. Weight, 35 lbs. to case.

New Heavy Duty Die-cast Metal Wheels on Many of the Structo Toys



No. 914 HI-LIFT DUMP TRUCK

This Hi-Lift Dump Truck has been designed to handle unusual trucking jobs. The sturdily constructed Hi-Lift Dump Body is raised by a crank. Four rubber wheels with chrome-plated hub caps and bumper. Blue cab, blue tailgate, yellow body. Sold and saleable, year-around. **L. 12″; W. 5¼″; H. 5 1/16″.** Individually cartoned, 6 to shipping case. Weight, 20 lbs. to case.

STRUCTO *Safe, creative, mobile toys... built to last a child-time*

LIVE-ACTION STRUCTO TOYS

No. 710
DELUXE MOVING VAN

This giant size van is constructed of heavy gauge steel, reinforced for extra strength. It has one side door and two rear doors for ease of loading and unloading. Loading ramp. Assorted "play" cartons for load. Chrome-plated aluminum cab and die-cast metal chassis. 14 massive rubber tires and die-cast metal wheels plus 2 retractable rubber dolly wheels. Floating tandem duals—just like the big "transcontinental" jobs. Blue body, yellow doors. **L. 30⅞"; W. 5⅞"; H. 8½"**. Individually cartoned, 6 to shipping case. Weight, 46 lbs. to case.

New Heavy Duty Die-cast Metal Wheels on Many of the Structo Toys

No. 707
DELUXE AUTO TRANSPORT

Actually five toys in one—a real "he-man" toy for the automobile minded youngster. Bright chrome-plated aluminum cab with die-cast metal chassis. Heavy gauge steel trailer. Two die-cast metal automobiles and one die-cast metal pick-up truck. Ramp extends at rear for loading and unloading. Ten rubber tires with die-cast metal wheels. Green ramp, yellow body, 1 blue car, 1 green car, 1 maroon truck. **L. 27"; W. 6"; H. 6¾"**. Individually cartoned, 6 to shipping case. Weight, 35 lbs. to case.

No. 200
HEAVY DUTY DUMP TRUCK

Ruggedly constructed of heavy gauge steel. Body raises and lowers automatically. Imitation flasher light on cab. 10 rubber tires with bright chrome-plated hub caps. Floating tandem duals. Blue cab, orange body. **L. 20"; W. 6¾"; H. 6¼"**. Individually cartoned, 6 to shipping case. Weight, 33 lbs. to case.

No. 951
REFRIGERATED EXPRESS TRANSPORT

Has chrome-plated imitation compressor on front. Yellow cab, brown body. 8 rubber wheels with chrome-plated hub caps. Floating tandem duals. Retractable rubber dolly wheels. Rear door opens. Heavily reinforced for strength. **L. 21⅛"; W. 5⅛"; H. 7⅝"**. Individually cartoned, 6 to shipping case. Weight, 36 lbs. to case.

No. 946
AUTO HAULAWAY

Authentic fully-operative scale model. Sturdily constructed of steel. This unit consists of heavy duty type steel cab and trailer, 2 die-cast metal automobiles. Ramp extends at rear for loading and unloading. 8 rubber wheels. Yellow cab and ramp, red body. One blue car and one green car. **L. 21½"; W. 4½"; H. 6½"**. Individually cartoned, 6 to shipping case. Weight, 26 lbs. to case.

STRUCTO'S *modern farm mobile action toys are built for rough use, ready sales!*

LIVE-ACTION STRUCTO TOYS

No. 275
DELUXE CATTLE TRANSPORT

A transport truck that will appeal to any young farmer and future rancher. Includes 18 head of vinyl live stock. Tractor and trailer built of heavy gauge steel. 14 rubber tires with chrome-plated hub caps. 2 retractable rubber dolly wheels. Yellow cab and doors and loading ramp; brown body. **L. 28¾"; W. 6¼"; H. 8⅝".** Individually cartoned, 6 to shipping case. Weight, 50 lbs. to case.

PLEASE NOTE—PACKING ORDERS ACCEPTED ONLY IN MULTIPLES OF STANDARD PACKING AS SHOWN FOR EACH NUMBER.

No. 93
FARM SET

A smart 15-piece set that will handle any farm transport operation. A proven year-around seller. This set consists of:

1 "Caddy" Sedan—latest scale model. Green body and contrasting grille. Die-cast metal; rubber wheels. **L. 6¼"; W. 2⅜"; H. 2".**

1 Pick-up Truck—Blue body with contrasting grille. Die-cast metal body; rubber wheels. **L. 6⅜"; W. 2½"; H. 2 1/16".**

1 Horse Van—Yellow. Heavy gauge steel, rubber wheels. **L. 4¼"; W. 2¼"; H. 3".**

1 Dump Truck—Lever raises body; tailgate opens. Yellow cab with contrasting grille. Green box. Die-cast metal, rubber wheels. **L. 8 1/16"; W. 2½"; H. 2½".**

2 Transports—one transport red; one transport orange—both with contrasting grilles. Die-cast metal, rubber wheels. **L. 7¼"; W. 2½"; H. 2 3/16".**

9 Vinyl Animals

Packed one set to a display carton, 6 to shipping case. Weight 22 lbs. to case.

No. 100 PICK-UP TRUCK WITH HORSE VAN

Pick-up Truck—Blue body with contrasting grille. Die-cast metal; rubber wheels.

Horse Van—Steel body; rubber wheels. Yellow. With van attached to truck. **L. 10⅝"; W. 2½"; H. 3".**

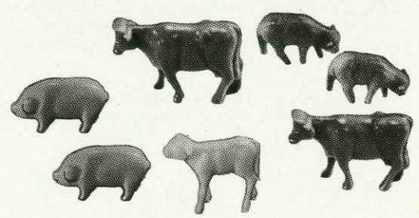
1 vinyl horse and 1 vinyl colt included. Packed 1 set to box; 1 dozen to shipping case. Weight, 13 lbs. to case.

STRUCTO'S *Farm Trucks carry a harvest of profits for you!*

LIVE-ACTION STRUCTO TOYS

No. 213
FARM TRUCK AND TRAILER

Heavy gauge steel construction throughout. Here is a utility truck and trailer set that is one of the most important pieces of farm equipment. A very popular year 'round seller. Trailer is hooked on to the truck and easily disconnected. 6 heavy rubber wheels with chrome-plated hub caps. Included in this set are 7 vinyl animals. Truck cab in blue, yellow body. Trailer—blue. **L. 28"; W. 6"; H. 6¼".** Individually cartoned, 6 to shipping case. Weight, 39 lbs. to case.



No. 961
CATTLE TRANSPORT

Constructed of heavy gauge steel. Eight rubber wheels with chrome-plated hub caps. Two retractable dolly wheels. Rear doors open; floating tandem duals. Green cab, orange body. 9 vinyl animals included. **L. 21⅛"; W. 5⅛"; H. 7⅝".** Individually cartoned, 6 to shipping case. Weight, 33 lbs. to case.

No. 945
FARM TRAILER TRUCK

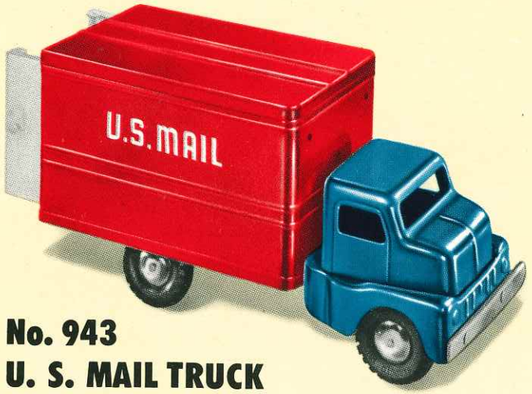
This is a general utility truck. Can be used for transporting of live stock, hauling grain and many other uses. Heavy gauge steel trailer and tractor. Floating tandems. Steel loading ramp slides into platform of trailer. 6 heavy rubber wheels with chrome-plated hub caps and bumper. 7 vinyl animals included. Blue cab, red body, yellow tail gate. **L. 20½"; W. 5⅜"; H. 5⅜".** Individually cartoned, 6 to shipping case. Weight, 27 lbs. to case.

No. 938
FARM TRUCK

Heavy-gauge steel... Hinged tailgate adjustable... rubber wheels... chrome-plated bumper and hub caps... 7 pieces of vinyl cattle. (Green cab, red body). **L. 13"; W. 5¾"; H. 4⅝".** Individually cartoned, 6 to shipper. Weight per shipper, 20 lbs.

STRUCTO'S *many action toys make impulse sales easy!*

LIVE-ACTION STRUCTO TOYS



No. 943
U. S. MAIL TRUCK

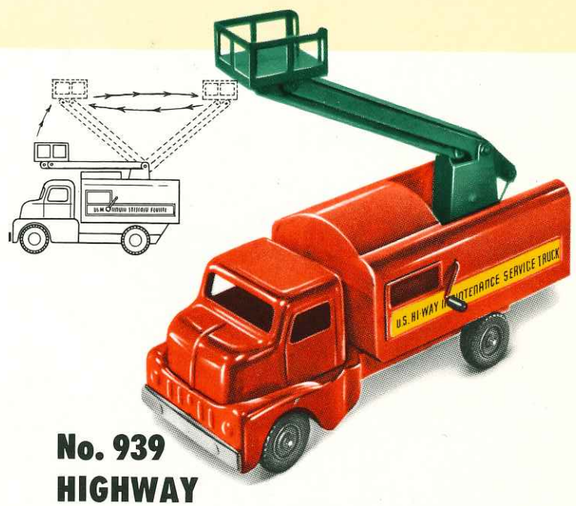
A new popular STRUCTO item that will prove a big year 'round seller. Van type body of heavy gauge steel; rubber tires and chrome-plated hub caps and bumper. Red body, blue cab and white doors. **L. 12¼"; W. 5¼"; H. 6⁷⁄₁₆".** Individually cartoned, 6 to shipping case. Weight, 23 lbs. to case.

No. 210
PICK-UP TRUCK

Utility truck. 4 heavy rubber wheels. Tailgate drops down to platform level for loading and unloading. Chrome-plated hub caps. Play cartons (6). Red Cab—Yellow Body. **L. 19¼"; W. 6⅜"; H. 6".** Individually cartoned, 6 to shipping case. Weight, 25 lbs. to case.

No. 912 GASOLINE TRUCK

A beautiful scale model reproduction of a regular gasoline truck. Built of heavy gauge steel. Rubber wheels with chrome-plated hub caps and bumper. Yellow cab and red body. **L. 13⅜"; W. 5⅛"; H. 4½".** Individually cartoned, 6 to shipping case. Weight, 17 lbs. to case.



No. 939
HIGHWAY MAINTENANCE SERVICE TRUCK

Built of heavy gauge steel to give many years of service. Crank operated extension platform. Swivels in complete circle. 4 heavy duty rubber wheels. Finished in "highway" orange with green boom. **L. 12"; W. 4½"; H. 7".** 13½" high with boom extended. Individually cartoned, packed 6 to shipping case. Weight, 16 lbs. per case.

PLEASE NOTE—PACKING ORDERS ACCEPTED ONLY IN MULTIPLES OF STANDARD PACKING AS SHOWN FOR EACH NUMBER.

No. 212
AIR FORCE TRUCK

This Army Reconnaissance Truck will be of special interest to the military and air minded boy. It is sure to become one of the most popular sellers ever offered. Built of heavy gauge steel with cloth top, play light on cab and two extra wheels on side of cab. 4 rubber wheels with chrome-plated hub caps. 4 Vinyl soldiers. Colors: red box, blue cab, white cloth cover. **L. 17⅛"; W. 7¼"; H. 8".** Individually cartoned, 6 to shipping case. Weight, 27 lbs. to case.

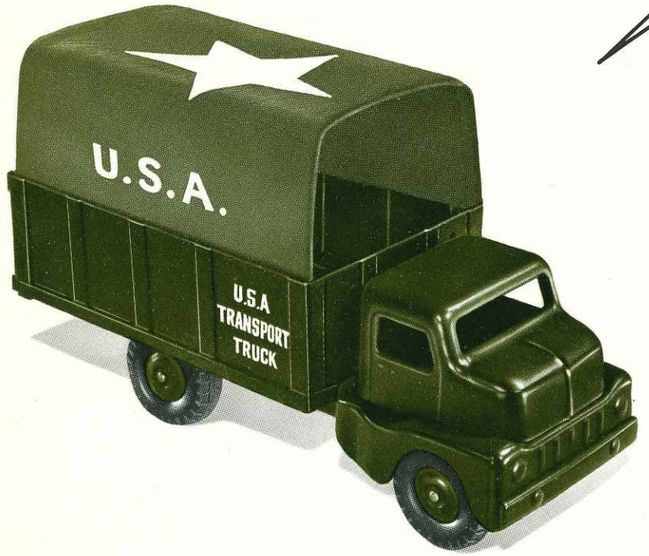
No. 214
TOWING & SERVICE TRUCK

Here's the answer to a young mechanic's dream—a towing and service truck complete with towing equipment. Heavy gauge steel construction. Tool box welded in. Wrecker boom. Tail gate drops down to platform level for loading and unloading. Play light on cab. Rubber wheels with chrome-plated hub caps. Green cab and wrecker boom, orange body. **L. 17½"; W. 6"; H. 7½".** Individually cartoned, 6 to shipping case. Weight, 27 lbs. to case.

No. 942
PARCEL SERVICE TRUCK

Body and cab constructed of heavy gauge steel. Van type body. Play cartons furnished for load. Rubber tires with chrome-plated hub caps. Yellow cab and doors; brown body. **L. 12¼"; W. 5¼"; H. 6⅞".** Individually cartoned, 6 to shipping case. Weight, 23 lbs. to case.

3 New Year-around STRUCTO fast-sellers

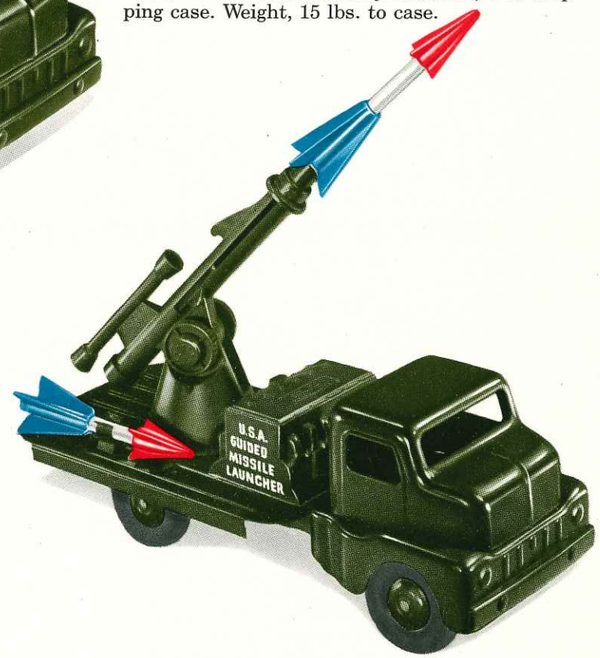


No. 905
U.S.A. TRANSPORT TRUCK

A realistic miniature of a famous United States Army Transport Truck. Especially suited for year-around sales. Built of heavy gauge steel. 4 rubber tires, canvas all-weather top with star insignia and U. S. A. lettering. Entire truck has two coats of baked-on olive drab enamel. **L. 12½"; W. 5¼"; H. 7⅜".** Individually cartoned, 6 to shipping case. Weight, 15 lbs. to case.

No. 906 U.S.A. GUIDED MISSILE LAUNCHER TRUCK

Actually launches missiles many feet into the air. A fully-operative, authentic reproduction of the latest fighting weapon. Built to last a child-time. Truck and cab of heavy gauge steel, launcher of highly durable plastic, painted olive drab. Has missile racks and comes complete with 2 plastic missiles. 4 heavy duty rubber tires, realistic operating controls on missile launching tube and range and direction finder. **L. 12¾"; W. 5¼"; H. 6".** Individually cartoned, 6 to shipping case. Weight, 22 lbs. to case.



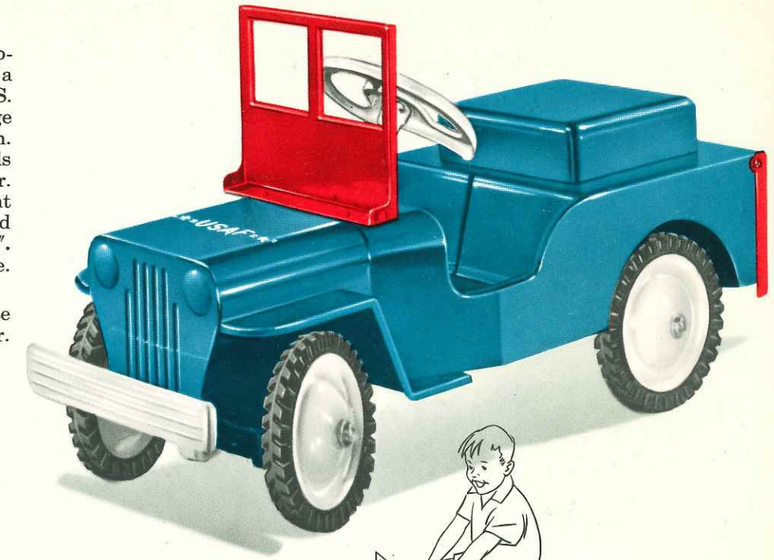
No. 907
U.S.A. SEARCHLIGHT TRUCK

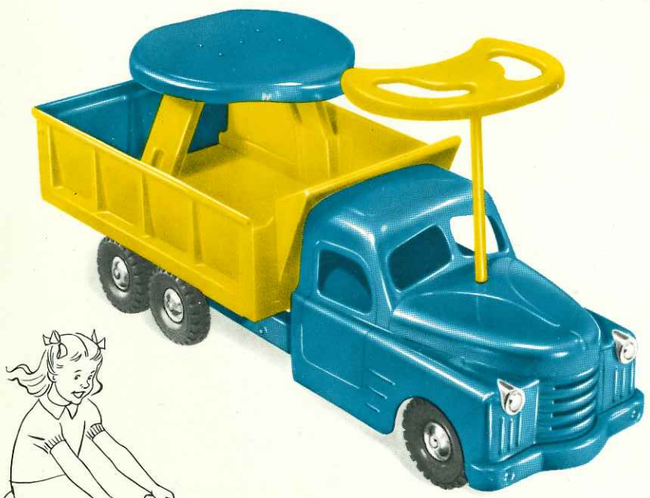
Designed for Sales. It is a realistic miniature of big beam Army searchlight. Constructed of heavy gauge steel. Searchlight has a powerful 3½" polished reflector that will throw a strong beam of light for more than twenty feet. Operates on regular flashlight batteries. (Batteries not included). Both lamp and batteries are easily removed for replacement. Searchlight revolves and can be turned up or down to throw the light in any direction desired. Four rubber tires. Finished in olive drab. **L. 12¾"; W. 5¼"; H. 7½".** Individually cartoned, 6 to shipping case. Weight, 24 lbs. to case.

No. 995
RIDE-'EM AIR FORCE JEEP

Another new and exciting STRUCTO development and only STRUCTO can give you such a value! Authentic reproduction of a real U. S. Air Force JEEP. Constructed of heavy gauge automotive steel with beautiful durable finish. Child can easily steer this toy. Steel wheels equipped with rubber tires. Safe rubber bumper. Tail gate opens revealing roomy compartment for hauling. Designed and built to give child many hours of fun. **L. 25⅝"; W. 11"; H. 14⅝".** Individually cartoned, 1 to shipping case. Weight, 18 lbs. to case.

Blue body, red windshield and tail gate, white steering wheel, white wheels, white bumper.





No. 990
RIDE-'EM DUMP TRUCK

Built of heavy gauge steel. Steering wheel actually steers truck. 6 heavy rubber tires with chrome-plated hub caps. Blue cab, seat and tail gate; yellow body and steering wheel. **L. 20½"; W. 7 1/16"; H. 10¼".** Individually cartoned, 6 to shipping case. Weight, 54 lbs. to case.

STRUCTO'S new rugged ride 'em toys.

No. 270
MOBILE COMMUNICATIONS CENTER

From STRUCTO a new standard in Mobile-Action toys. Bound to be your best seller! Structo's electronic Mobile Communication Center is fully equipped and operative as a two set, three way sending and receiving station. On either the portable or truck set, boys are fully equipped to send or receive coded messages by flashing lights, Morse Code key or buzzer. Each set has 3-position control switch. Truck and communication station are built of heavy gauge steel, painted in bright Air Force colors, red, white and blue. Has 6 rubber tires. Back of truck contains authentic reproduction of Signal Corps wire drum reel with 25 feet of shielded communication wire, equipped with plug. Each sending and receiving station operates on two flashlight batteries (not included). Truck has decal with Morse Code Signals and alphabet. 7″ antenna tower. **L. 20″; W. 6⅛″; H. 6⅛″**. Individually cartoned, 6 to shipping case. Weight, 32 lbs. to case.

STRUCTO MANUFACTURING COMPANY, FREEPORT, ILLINOIS, U.S.A.

GENERAL OFFICES AND FACTORIES

Sales and Display Rooms. NEW YORK, Rm. 1000, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 2330 W. Third St.; DENVER, 1657 Pennsylvania St.; MEMPHIS, Manufacturer's and Merchant's Bldg.; TORONTO (Canada), Foot of Federal St.